



DRINK RESPONSIBLY.

**KEEP WHAT
YOU'VE EARNED**

HELP OUR SAILORS KEEP WHAT THEY'VE EARNED

NAVY LEADERSHIP'S ROLE IN PROMOTING RESPONSIBLE DRINKING

The Keep What You've Earned campaign seeks to encourage responsible drinking among Sailors by celebrating the achievements in their Navy careers. Through recognition of their hard work and dedication, Sailors are reminded of their accomplishments—and how much they have to lose if they make poor choices regarding alcohol. The campaign actively engages Sailors as advocates for responsible drinking.

WHAT YOU CAN DO

Support from every level of Navy leadership is vital to creating an environment that encourages responsible use of alcohol.

- Empower Sailors to make responsible decisions by reminding them of their accomplishments.
- Engage your alcohol abuse prevention personnel to stay aware of alcohol-related issues and proactively address emerging problems.
- Set expectations by modeling responsible drinking behaviors.
- Be consistent in your message and address alcohol incidents immediately.



THEY'VE EARNED IT.

HELP THEM KEEP IT.

YOUR SUPPORT IS CRITICAL. VISIT WWW.NADAP.NAVY.MIL.

Find resources and messages to share with Sailors on how to drink responsibly, support for alcohol abuse prevention efforts, tips on how to identify when a Sailor should seek additional help and options for intervention.

RESEARCH SHOWS...

- Sailors primarily drink because of stress related to the workplace, their families and life changes.
- Repetitive messaging doesn't resonate and is likely to be ignored.
- Sailors respond better to positive messaging because they believe they are being treated like responsible adults.
- Messages regarding immediate career consequences (losing money, rate or financial opportunities) resonate more than those focused on severe, long-term consequences.

Source: Navy Alcohol and Drug Abuse Prevention (NADAP) Office, 2012

For more information:

Visit www.nadap.navy.mil
or call 1-866-U-ASK-NPC

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**ENCOURAGE OUR SAILORS TO
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Navy Alcohol and Drug Abuse Prevention